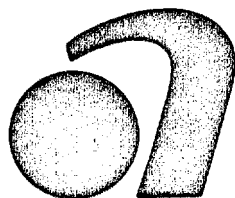


Atlas

STAT



ABOUT ATLAS

It's stock-taking time in our shop. Along about now in the waning year we at ATLAS usually take a moment for a hopeful look backward. Our aim is to see how well we have done in our mission to bring you a worldwide selection of articles on what is happening and what is likely to happen—politically, culturally and technologically. And, too, the fun of people and things. How well have we done? Reasonably well, perhaps, but not as well as we expect to do in the new year. What we have done, in short, we hope to top.

Take, for example, the Vietnam peace talks. ATLAS' faithful readers knew that the long-awaited time for negotiation appeared to be drawing near as early as December 1967. An article from *Le Monde* by Philippe Devillers, well informed on Hanoi's thinking, predicted the start of talks three months before President Johnson's announcement. A few months later, in our issue of last June, another distinguished French journalist, Professor Raymond Aron, in *Le Figaro*, provided perhaps the first realistic examination of the hard realities that would confront the negotiators.

We don't claim him as a subscriber, but it could be said that if Gamal Abdel Nasser had read "Striking Power in the Mideast," in ATLAS of March 1967, he would never have risked his siege of Israel. In this article, which appeared in Beirut's *Middle East Forum*, an Arab military expert Ahmad Samih Khalidi sized up Arab power and concluded that any hope of a Moslem victory lay in a unified and coordinated force—and that was years away. ATLAS readers also knew about the serious discontent in the Kremlin's empire long before most Westerners. As far back as February 1966 they had been put on the alert by an article,

"The Wobbling Satellites," from *Neue Zürcher Zeitung*, which revealed real and deep-down restiveness among Warsaw Pact nations—notably Czechoslovakia and Rumania.

Our readers knew two years before Che Guevara's capture and death that his guerrilla campaign was coming to a deadend in the tangled backlands of Latin America ("Damping the Fires of Revolution," September 1966). They knew the agony of Biafra months before mass starvation focused world attention on that tragic conflict ("Nigerian Nightmare," March 1968).

All these significant events ATLAS readers knew about long before the country's front pages splashed the news. And there were many more important articles—a list too lengthy to report here without a suggestion of immodesty.

But there was the bubble of life and humor in our pages along with the deadly serious. Which, of course, lifted the spirit in the darkest hours. This month's serio-comic cover, by the way, was drawn by Jean-Pierre Desclozeaux, a thirty-year-old Parisian whose finely disciplined talent has won him many prizes. Let's say now in conclusion that there's no more heartwarming feeling in the world than that of being approved. In a letter from twenty-one-year-old Private Bill Jenny of Fort Jackson, South Carolina, we struck it rich:

"Your editor-in-chief was entirely correct in his statements on the editor's page when he wrote, 'But for those who have opted for this way out (leaving conventional Western culture to live on the fringe) and who have it made, there is no real hiding place.' Human nature is the same whether in Rome, New York, or Pleasantville."

Or in the White House, for that matter. And (P.S.) may we extend our best wishes and the very best of luck to the new President who will take on such massive burdens on January 20.

M. M. R.

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**“Martin Bormann’s address is Kolonie
Waldner 555, Parana, Brazil.”**

...Frankfurter Rundschau, Frankfort, Germany

**“At least \$15,000,000 of U.S. aid to South
Vietnam has found its way into private bank
accounts in Bern, Basel, and Zürich.”**

...L'Espresso, Rome, Italy

**“Ernesto Che Guevara’s body was secretly
shipped to a C. I. A. base in the United States.”**

...Marcha, Montevideo, Uruguay

Dear Reader:

Only one publication printed all these quotes. It's the only publication that lets the rest of the world tell its story to the American people.

It's called ATLAS and each month it reprints exactly what the world press is saying.

We publish ATLAS because there is no Radio Free America — for people like yourself who are ready to look beyond their daily newspapers, TV screens and radios. To read hate articles about the U.S. from the same people who receive billions of our foreign aid dollars. To read praise from people you thought hated us.

Confusing?

Yes. If you've had to depend on the preconceived ideas of the mass media. If you've let the news services and editors decide what you should see and what you shouldn't.



Here, finally, you have a chance to break through the information curtain that surrounds every American. Suddenly, you're aware of important events before anyone else knows they're important. You're being asked your opinions from people who want to know what's really happening in the world. You're talking about important European novels before they are published in the U.S. You're telling the inside anecdotes and stories that no one else has heard.

You're the first to see photographs of international art shows, theatre and movie reviews and poetry not yet translated for the mass of America. (For example, although they are still unavailable in this coun-

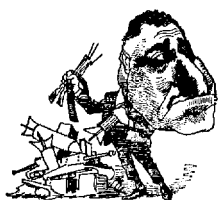
try, ATLAS printed excerpts of Marshal Zhukov's memoirs and the North Vietnamese war novel Under Fire.)

"How do you know that?" people keep asking ATLAS readers.

"It was in the LONDON TIMES." or PALANTE of Havana. or CHUO KORON of Tokyo.

When you read ATLAS, you see the foreign cartoons and photographs which most Americans never see. You see satire by writers like Malcolm Muggeridge and C. Northcote Parkinson, interviews with playwrights like Osborne, Pinter and Weiss, film makers like Bunuel and Renais — plus reviews of their work long before it appears in the U.S.

And, you know what the world is laughing at — and why:



At a top-level meeting in Heaven, Genghis Khan remarked, "If I had had the Israeli armored divisions, I would have conquered all of Asia." Hannibal retorted, "If I had had the Israeli Air Force, the whole of Europe would have been mine." Napoleon looked at both of them gravely and said, "If only I had had Radio Cairo, nobody in history would ever have heard of Waterloo."

— AL HAMISHAR, Tel Aviv

If you had been reading ATLAS in 1963, you would have been among the first to read an in-depth report about the growing dangers in Vietnam, the way the defeated French saw it in L'EXPRESS:



"If the Pentagon does not recognize the mistake it is making, it can expect to meet the same fate that overtook our own high command."

If you had been reading ATLAS in 1965, you would have seen London's WORLD TODAY's caution about escalation before anyone else did:



"It might, as in Korea, result in a stalemate bitterly expensive in lives."

If you had been reading ATLAS in 1966, you would have been the first to know how our allies felt about the war. (Even those governments who supported our efforts understood the folly of fighting a war no one wanted

and no one could win.)

And you would have understood, two years ago, why not one of these governments has come forth to help us — and why they never will.

If you had been reading ATLAS last year, you would have read the first prediction of the Paris peace meeting.

ATLAS doesn't edit. We reprint every shade of opinion, every kind of bias — because you're old enough, intelligent enough to grasp all the possibilities, weigh them and come to your own conclusions.

Now you can understand who so many of the people who make the decisions that run our country read ATLAS. (They may not heed it, but they do read it.)

"As you know, I am a constant reader of ATLAS and I have recommended it to many of my friends. I view it as unique in its field."

— Allen W. Dulles

"It is brilliant...enormously interesting."

— Walter Lippmann

And Cyrus Vance, Nelson Rockefeller, Harry Belafonte, Kingman Brewster, Henry Kissinger, MacGeorge Bundy, Burt Lancaster and Arthur Goldberg — to name a few people who need to know what's happening in an increasingly complex world.



As an ATLAS reader, you're first, too. First to read the secret war memoirs of Russia's World War II military leaders. First to know about the nude male model rage in Paris. First to see the full expose of the true circumstances surrounding Che Guevara's "death." ATLAS printed the first inkling that there may soon be a meeting of the minds between Moscow and the Vatican. ATLAS took its readers on an inside tour of Saigon's 14,000 brothels.

Since you are who you are, you may have come across a copy of ATLAS in the past. You may have promised yourself a subscription, or you may have looked in vain for us on the newsstands. (We're on very few.)

But whether you knew about ATLAS or you didn't, our rec-

ords don't show you as a regular reader, and I am writing to let you consider becoming one.

ATLAS costs \$9 a year.

Is it worth it? You decide.



While other people are depending on the preconceived ideas of the mass media, you're always aware of important events before everyone else knows they're important. While others are quoting TIME and NEWSWEEK, you're referring to LE MONDE, THE MANCHESTER GUARDIAN and the HANOI TIMES. While other people are talking about the best seller lists, you're discussing the world's most important books — before they are translated for the U.S. While others have the SATURDAY EVENING POST on their coffee tables, you have the publication read by senators, Cabinet members, scientists, editors, writers, economists and America's top educators.

ATLAS costs \$9 a year, and you either need it or you don't.

We publish ATLAS because there is no Radio Free America.

We can because this is America.

Sincerely,

Malcolm Muir, Jr.
Editor in Chief

MM/fa

P.S. If you're interested in getting 12 issues of Atlas at an introductory rate — half price — see the order card.

atlas

A WINDOW ON THE WORLD

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A sample of the stimulating, amusing, and provocative articles that are yours in every issue!

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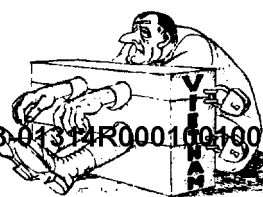
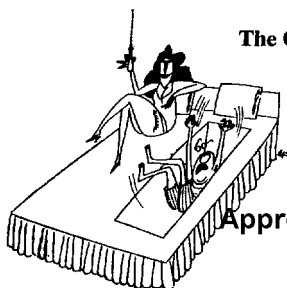
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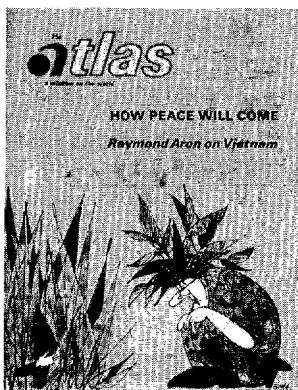
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ATLAS READERS KNEW TODAY'S WORLD YESTERDAY

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EAST EUROPE

ATLAS readers *knew* what was happening when the West had scarcely noted the waves of discontent churning in the Kremlin's puppet empire. As far back as February 1966, they had been put on alert for stormy things to come: An article in ATLAS, "The Wobbling Satellites" (from *Neue Zürcher Zeitung*), revealed deep-down rest-

iveness among Warsaw Pact nations—notably Czechoslovakia and Rumania... ATLAS readers *knew* that the series of articles, "Revolt of the Writers" in November, 1967, including a "Manifesto" signed by 329 intellectuals, had propelled the quick succession of events in Czechoslovakia. ATLAS readers *knew* why the Soviet Union had so forcefully acted to take from the Czechs their new freedoms. ATLAS in March, 1968, obtained from *Grani*, in Frankfurt, official journal of the anti-Soviet N.T.S. (People's Labor Alliance), a remarkable article—"Daring Dissent in the Soviets—an Open Letter." Yuri Galanskov, a promising young Russian writer (28), had written: "In today's Russia only dishonest literature can develop in the open daylight." ATLAS readers *knew* that he, like his colleagues, Yuli Daniel and Andrei Sinyavsky, would be thrown into prison. ATLAS readers *knew*, too, that the man behind Czech democratization—Alexander Dubcek—bore a staggering burden. ATLAS of May, 1968, described the problem of "The Red Hercules from Bratislava"—unrelenting Kremlin pressures, a hangover of Novotnyism, economic stagnation.

THE VIETNAM TALKS

ATLAS readers *knew* that peace negotiations appeared to be near as early as November, 1967. An article in ATLAS from *Le Monde* of Paris by Philippe Devillers, well informed on Hanoi's thinking, predicted the start of talks three months before President Johnson's announcement. Devillers believed that a "path to peace with honor"... was opening. ATLAS readers *knew* precisely the complexities of negotiation. An acute analysis by another distinguished French journalist, Raymond Aron, in *Le Figaro* of Paris, in ATLAS of June 1968, outlined the realities confronting the negotiations at the old Hotel Majestic.

WHAT NASSER DIDN'T KNOW

ATLAS readers *knew* what the U.A.R.'s belligerent Nasser didn't know (or ignored). If Nasser had read

the article in ATLAS of March, 1967, "Striking Power in the Mideast," he would never have risked his siege of Israel. In the article, a fellow Arab, Ahmad Samih Khalidi, military expert writing in the *Middle East Forum* of Beirut, sized up Arab power and concluded any chance of Moslem victory was in a unified and coordinated force—and that was years away.

INSIDE BUSINESS

ATLAS readers *knew* how long the reach of Japan for world markets: the creation of the second largest steel-making combine in the world, the making of its own Detroit to put millions on Oriental wheels. (And ATLAS readers *knew* the case of Mr. W, who went East to steal a Japanese invention.) ATLAS readers *knew* how Rolls-Royce plucked a plum—a very rich plum—from the richest tree in U.S. aviation.

FIRST WITH "THE CHALLENGE"

ATLAS readers *knew* the explosiveness of Jean-Jacques Servan-Schreiber's angrily-debated, best-selling book, "The American Challenge" before the American press was fully aware of its impact. In effect, he put a question to Old World nations dawdling far behind the U.S. in the creative exploitation of brainpower and manpower: Are Western Europeans destined to become sub-American?... ATLAS readers *knew* the hour of Europe's menopause—and the therapy prescribed.

AND BIAFRA AND CHE

ATLAS readers *knew* the agony of Biafra months before mass starvation focused a shocked world's attention on the civil war ("Nigeria Nightmare," March 1968)—and they knew the Ibos (they call themselves the "Jews of Africa") and why they are hated by other tribesmen. ATLAS readers *knew*, too, the systematic slaughter across the immense continent—500,000 blacks slain by Arabs in the decade-long, forgotten "war" in the Sudan. ATLAS readers *knew* two years before Che Guevara's capture and death that guerrilla warfare in the backlands of Latin America was failing to sweep along the revolutionaries—and, startlingly, the report came from a Communist journalist.

AND THE LIVELY ARTS

ATLAS readers *knew* a thing Russians didn't know—the literary force and meaning of Aleksandr I. Solzhenitsyn's new novel, "The Cancer Ward," suppressed by the Kremlin and first published in Czechoslovakia. ATLAS readers *knew* as well the poetry of new Africa, "Song of Lawino" by Okot p'Bitek, the haunting hunger of an African woman for an Africa lost. ATLAS readers *knew* England's daft cult, the Liverpoets... ATLAS readers *knew* the memorable poem by the great Marc Chagall in tall letters on the wall of Jerusalem's Israel Museum, "The Martyred Artists."

THE EDITORS

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...THE ISSUES

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